

USDA National Retail Report - Chicken

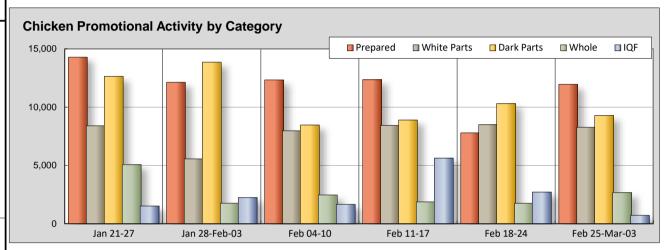
Fri. Feb 25, 2022

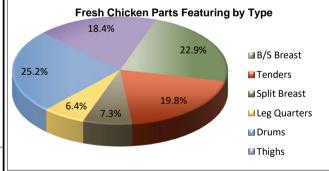
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03. (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

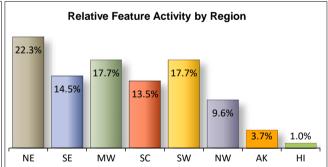
| _ | NA | TIONAI | L SUMMAF | RY | | |
|-----------------------|----------------------|--------------|----------------|--------------|-------------|------------------|
| | THIS WE | EK | LAST | WEEK | LAST | YEAR |
| Feature Rate 1/ | 64.5% of 2 outlet | , | 60.8% o out | • | | f 29,200 lets |
| Special Rate 4/ | 6.3% |) | 8.7 | 7% | 11. | .4% |
| Activity Index 2/ | 32,89 | 2 | 31,0 | 064 | 41, | 385 |
| WHOLE BIRD: | Stores /3 Wtd / | Avg | Stores /3 W | td Avg | Stores /3 W | td Avg |
| bagged frye | 2,006 | 1.28 | 1,187 | 1.38 | 2,579 | 1.08 |
| cut-up frye | r 43 | 1.69 | 117 | 1.97 | 139 | 1.16 |
| bagged roaste | 549 | 1.14 | 363 | 1.36 | 819 | 1.46 |
| Cornish (frs/frz | 67 | 1.59 | 80 | 1.87 | 138 | 2.91 |
| PARTS: | | | | | | |
| Bnls/Sknls Breast | | | | | | |
| regular pack | 1,625 | 3.17 | 1,595 | 2.99 | 6,421 | 3.95 |
| value pack | 1 | 3.02 | 3,975 | 2.37 | 6,958 | 1.98 |
| thin sliced | _ | 3.29 | 171 | 4.48 | 1,778 | 3.18 |
| marinated | 61 | 4.47 | 689 | 4.79 | 593 | 3.80 |
| Breast Tenders | | | | | | |
| regular pack | 996 | 2.51 | 563 | 3.86 | 314 | 4.68 |
| value pack | 2,154 | 2.94 | 158 | 3.98 | 85 | 3.64 |
| Split, bn-in Breast | | | | | | |
| regular pack | 737 | 1.12 | 605 | 1.93 | 153 | 1.71 |
| value pack | 430 | 1.65 | 500 | 1.64 | 729 | 1.17 |
| Whole Wings | 308 | 3.56 | 242 | 3.87 | 72 | 3.11 |
| Leg Quarters | | | | | | |
| tray pack | | 0.93 | 584 | 0.98 | 608 | 0.75 |
| bagged Legs | 760 | 0.68 | 635 408 | 0.70 0.99 | 1,758 80 | 0.46 1.29 |
| Thighs | | | 400 | 0.99 | 00 | 1.29 |
| regular pack | 918 | 1.03 | 677 | 1.02 | 229 | 1.30 |
| value pack | | 1.20 | 2,718 | 1.08 | 2,655 | 1.02 |
| Drumsticks | | | | | | |
| regular pack | 1,073 | 1.01 | 815 | 1.01 | 173 | 1.28 |
| value pack | 2,949 | 1.07 | 3,329 | 1.05 | 3,369 | 0.97 |
| Bnls/Sknls Thighs | | | | | | |
| regular pack | 1 | 2.49 | 72 | 1.90 | 48 | 2.60 |
| value pack | 315 | 2.77 | 1,067 | 2.27 | 990 | 2.11 |
| 9-pc Combos | .1 | | | | | |
| drum-thigh-breas | | | | | | |
| drum-thigh-wing | | 0.5. | 11 | 0.79 | 0.10 | 2.25 |
| B/S Breas | | 2.94 | 219 | 3.12 | 649 | 2.09 |
| Tenders Wings | | 3.08 3.45 | 1,114 1,206 | 2.62 3.18 | 226 62 | 2.61 1.99 |
| 9- | | | | | | |
| Party Wings | 49 | 3.24 | 169 | 3.72 | 62 | 2.24 |

This Week's Chicken Feature Highlights

During this week's ad cycle, the chicken feature rate and activity index slightly increase, but shoppers will have to look a little harder to find deals. Bagged fryers and roasters boost the whole birds section; prices are trending lower. White parts lose some momentum, but lower prices for tenders and wings may keep buyers flocking. Dark meats also decrease promotional activity; prices are mostly steady with the exception of B/S thighs. The freezer aisle slows down this week, but items are still readily available. The deli is using its increased features to focus on rotisseries, fried/baked 8-piece, and tenders. Specialty items slightly increase its ad presence while organics continue to simmer down.







All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ reature kate: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.

Source: USDA Livestock, Poultry, & Grain Market News;

http://www.ams.usda.gov/market-news/livestock-poultry-grain;

(404) 562-5850 Email: Atlanta.lpgmn@ams.usda.gov



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Fri. Feb 25, 2022

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03. (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

| | | NORTHEAST U | .S. | | | SOUTHEAST U | J.S. | MIDWEST U.S. | | | | | | |
|-------------------------------|-----------------|----------------------------|--------------|--------------|-----------------|----------------------------|-----------|--------------|-----------------|----------------------------|------------|--------------|--|--|
| | (CT,DE,N | IA,MD,ME,NH,NJ,I | NY,PA,RI,V | /T) | (AL,FL, | GA,MS,NC,SC,T | N,VA,WV) | | (IA,IL,IN, | KY,MI,MN,ND,NE | ,OH,SD,W | /I) | | |
| Feature Rate 1/ | 73.7% | 6 of 5,500 sample | d outlets | , | 54.8% | of 7,400 sample | d outlets | | 67.7% | of 6,100 sample | d outlets | , | | |
| Special Rate 4/ | 3.8% of s | stores w/ no-price | promotio | ns | 6.6% of st | ores w/ no-price | promotio | ns | 0.7% of s | tores w/ no-price | promotic | ons | | |
| Activity Index 2/ | | Activity Index = 5 | - | | | ctivity Index = 3 | - | | | Activity Index = 3 | - | | | |
| • | Price Range | · | Stores V | Vtd Avg | Price Range | • | Stores \ | Ntd Avg | Price Range | | Stores | Wtd Avg | | |
| WHOLE BIRD: | | | 4 | 1/ | | | 4 | 1/ | | | | 4/ | | |
| bagged fry | rer 0.99 - 2.49 | | 194 | 1.86 | 0.88 - 1.64 | | 1,014 | 1.01 | 0.88 - 1.99 | | 289 | 1.56 | | |
| cut-up fry | | | | | | | | | 1.69 | | 43 | 1.69 | | |
| bagged roas | | | 473 | 1.17 | 0.99 | | 76 | 0.99 | | | | | | |
| Cornish (frs/ | rz) | | | | | | | | | | | | | |
| PARTS: | Processor Brand | Store Brand | Stores V | Vtd Avg | Processor Brand | Store Brand | Stores \ | Vtd Avg | Processor Brand | Store Brand | Stores | Wtd Avg | | |
| Bnls/Sknls Breast | | | | | | | | | | | | | | |
| regular pa | | 2.77 - 3.49 2.49 - 3.99 | 379 1,198 | 2.94 3.05 | 2.99 | 2.99 | 57 | 2.99 | | 3.99 1.99 - 4.99 | 15 429 | 3.99 2.84 | | |
| value pa thin slid | | 2.49 - 3.99 | 1,190 | 3.03 | 2.99 | 2.99 | 37 | 2.99 | | 1.99 - 4.99 | 429 | 2.04 | | |
| marina | | | | | | | | | | | | | | |
| Breast Tenders | | | | | | | | | | | | | | |
| regular pa | ack | | | | | 2.49 | 459 | 2.49 | | | | | | |
| value pa | ack | 2.69 - 4.29 | 658 | 3.26 | | 2.69 - 2.99 | 466 | 2.76 | | 2.69 - 3.99 | 719 | 2.78 | | |
| Split, bn-in Breast | | | | | | | | | | | | | | |
| regular pa | ack | | | | | 1.99 - 2.78 | 33 | 2.23 | | | | | | |
| value pa | | 0.99 | 169 | 1.69 | | 0.88 - 1.38 | 50 | 1.20 | | 0.88 - 1.99 | 180 | 1.64 | | |
| Whole Wings | | 4.29 | 62 | 4.29 | | | | | 3.99 | 2.99 | 66 | 3.14 | | |
| Leg Quarters | | | | | | | | | | | | | | |
| tray pa | | 0.99 0.49 - 0.79 | 62 210 | 0.99 0.65 | | 0.45 - 0.59 | 36 | 0.46 | | 0.69 - 1.29 0.69 - 1.19 | 66 208 | 0.83 0.93 | | |
| bagç Legs | jed | 0.49 - 0.79 | 210 | 0.05 | | 0.45 - 0.59 | 36 | 0.46 | | 0.69 - 1.19 | 206 | 0.93 | | |
| Thighs | | | | | | | | | | | | | | |
| regular pa | ack | 1.00 | 13 | 1.00 | | 1.18 - 1.50 | 87 | 1.46 | 0.99 | | 173 | 0.99 | | |
| value pa | ack 1.59 | 0.99 - 1.49 | 949 | 1.19 | 0.99 | 0.88 - 1.29 | 201 | 1.00 | | 0.88 - 1.79 | 194 | 1.33 | | |
| Drumsticks | | | | | | | | | | | | | | |
| regular pa value pa | | 1.00 0.69 - 1.49 | 13 1,087 | 1.00 1.09 | 0.99 - 1.59 | 1.18 - 1.50 0.60 - 1.29 | 87 411 | 1.46 1.02 | 0.69 - 0.99 | 0.88 - 1.99 | 183 453 | 0.97 1.20 | | |
| Value po Bnls/Sknls Thighs | 1.49 | 0.09 - 1.49 | 1,007 | 1.09 | 0.99 - 1.59 | 0.60 - 1.29 | 411 | 1.02 | | 0.66 - 1.99 | 433 | 1.20 | | |
| regular pa | ack | | | | | 2.49 | 459 | 2.49 | | | | | | |
| value pa | | 2.49 - 2.99 | 215 | 2.73 | | 2.99 | 37 | 2.99 | | 2.69 - 2.99 | 63 | 2.78 | | |
| 9-pc Combos | | | | - | | | | | | | | | | |
| drum-thigh-bre | ast | | | | | | | | | | | | | |
| drum-thigh-w | ing | | | | | | | | | | | | | |
| B/S Bre | | | 64 | 2.33 | 3.64 | | 77 | 3.64 | 3.20 | 2.80 | 51 | 2.89 | | |
| ত্র Tendo | | 0.55 | 40- | 0.44 | 4.09 | | 77 | 4.09 | | | | | | |
| | _ | 2.99 | 197 | 3.41 | 5.00 | | | 5.00 | | | 2.5 | | | |
| Party Wir | | | | | | 3.24 | 10 | 3.24 | | 3.24 | 39 | 3.24 | | |

Source: USDA Livestock, Poultry, & Grain Market News;

(404) 562-5850

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http://www.ams.usda.gov/market-news/livestock-poultry-grain;



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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

| | S | OUTH CENTRA | L U.S | | | SOUTHWEST (| J.S. | NORTHWEST U.S. | | | | | | |
|-----------------------------|-------------------|---------------------|-----------|--------------|-----------------|--------------------|-----------|----------------|-----------------|--------------------|------------|---------|--|--|
| | (AR, | CO,KS,LA,MO,NM | 1,OK,TX) | | | (AZ,CA,NV.UT | ") | | | (ID,MT,OR,WA,V | /Y) | | | |
| Feature Rate 1/ | 58.8% | 6 of 4,900 sample | d outlets | | 69.2% | of 3,800 sample | d outlets | | 79.5% | 6 of 1,300 sample | d outlets | | | |
| Special Rate 4/ | 8.4% of s | stores w/ no-price | promotio | ns | 0.0% of st | tores w/ no-price | promotio | ns | 54.1% of s | stores w/ no-price | e promotio | ns | | |
| Activity Index 2/ | | Activity Index = 3 | ,869 | | A | Activity Index = 3 | ,345 | | | Activity Index = 9 | 923 | | | |
| | Price Range | · | Stores V | Vtd Avg | Price Range | · | Stores | Wtd Avg | Price Range | · | Stores V | Ntd Avg | | |
| WHOLE BIRD: | | | 4 | 1/ | | | | 4/ | | | 4 | 1/ | | |
| bagged frye | er 1.29 - 2.49 | | 198 | 1.82 | 0.97 | | 179 | 0.97 | 1.29 - 1.79 | | 110 | 1.36 | | |
| cut-up frye | er | | | | | | | | | | | | | |
| bagged roaste | er | | | | | | | | | | | | | |
| Cornish (frs/fr | z) 1.59 | | 67 | 1.59 | | | | | | | | | | |
| PARTS: | Processor Brand | Store Brand | Stores V | Vtd Avg | Processor Brand | Store Brand | Stores | Wtd Avg | Processor Brand | Store Brand | Stores V | Ntd Avg | | |
| Bnls/Sknls Breast | | | | | | | | | | | | | | |
| regular pa | | 3.49 | 510 | 3.49 | | | | | | 2.99 - 3.99 | 721 | 3.04 | | |
| value pa | | 2.48 - 2.99 | 119 | 2.63 | 3.89 | 2.99 - 4.29 | 124 | 3.74 | | 2.99 | 16 | 2.99 | | |
| thin slice marinate | | 3.29 3.29 - 4.49 | 16 49 | 3.29 4.10 | | | | | | 5.99 | 12 | 5.99 | | |
| Breast Tenders | eu | 3.29 - 4.49 | 49 | 4.10 | | | | | | 5.99 | 12 | 5.99 | | |
| | 2.00 | 0.40 | 507 | 0.50 | | | | | | | | | | |
| regular pa | | 2.49 | 537 | 2.52 | | 0.00 | 00 | 0.00 | | | | | | |
| value pa | CK | 2.69 - 3.99 | 278 | 2.94 | | 2.69 | 33 | 2.69 | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | | |
| regular pa | | 1.49 - 1.69 | 34 | 1.62 | | 0.99 - 1.79 | 659 | 1.01 | | 0.40 | | 0.40 | | |
| value pa | 3.29 | 1.99 3.49 - 3.99 | 20 150 | 1.99 3.69 | | 2.29 | 30 | 2.29 | | 2.48 | 11 | 2.48 | | |
| Leg Quarters | 3.29 | 3.49 - 3.99 | 150 | 3.09 | | 2.29 | 30 | 2.29 | | | | | | |
| tray pa | ck 0.89 | 0.98 - 1.29 | 54 | 0.93 | 0.89 | 1.29 | 71 | 0.95 | | 0.99 | 10 | 0.99 | | |
| bagge | | 0.49 - 0.66 | 304 | 0.55 | 0.00 | 0 | | 0.00 | | 0.00 | | 0.00 | | |
| Legs Thighs | | | | | | | | | | | | | | |
| regular pa | ck | | | | | 0.99 | 645 | 0.99 | | | | | | |
| value pa | ck 0.89 | 0.99 - 1.69 | 300 | 1.24 | 2.19 | 0.99 - 2.69 | 331 | 1.13 | | 1.58 - 2.69 | 27 | 2.24 | | |
| Drumsticks | | | | | | | | | | | | | | |
| regular pa | | 0.40 4.00 | 000 | 0.04 | 4.00 0.40 | 0.79 - 0.99 | 790 | 0.97 | | 4.70 | 40 | 4.70 | | |
| value par Bnls/Sknls Thighs | 0.49 - 0.89 | 0.49 - 1.69 | 626 | 0.94 | 1.29 - 2.19 | 0.99 - 1.79 | 354 | 1.11 | | 1.79 | 16 | 1.79 | | |
| regular pa | ck | 2.49 | 537 | 2.49 | | | | | | | | | | |
| value pa | | 2 | | | | | | | | | | | | |
| 9-pc Combos | | | | | | | | | | | | | | |
| drum-thigh-brea | st | | | | | | | | | | | | | |
| drum-thigh-wi | ng | | | | | | | | | | | | | |
| B/S Brea | | | 16 | 2.20 | | | | | | | | | | |
| Tende | rs | | | | | 2.47 | 129 | 2.47 | | | | | | |
| Ning | gs 3.60 | | 54 | 3.60 | | | | | | | | | | |
| Party Wing | gs | | | | | | | | | | | | | |
| Source: HSDA Livestor | k Poultry & Grain | Market Nowe: | | | • | (404) 562-5850 | | | | | | 3 0 | | |

Source: USDA Livestock, Poultry, & Grain Market News;

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| | | <u> </u> | ALASKA | | | , | HAWAII | | | | |
|----------------|---------------------------|-------------------|-------------------|----------|---------|-----------------|------------------|---------|---------|---|--|
| | | | (AK) | | | | (HI) | | | | |
| Feat | ure Rate 1/ | 43.09 | % of 100 sampled | outlets | | 24.8% | of 100 sampled | outlets | | | |
| | cial Rate 4/ | | tores w/ no-price | | าร | | ores w/ no-price | | ions | | |
| | rity Index ^{2/} | | Activity Index = | - | | | Activity Index = | - | | | |
| | , | Price Range | | Stores V | Vtd Avg | Price Range | | | Wtd Avg | | |
| WHOLE B | IRD: | | | 4 | | | | | 4/ | | |
| | bagged fryer | 1.29 - 2.49 | | 22 | 1.89 | | | | | | |
| | cut-up fryer | | | | | | | | | | |
| | bagged roaster | | | | | | | | | | |
| | Cornish (frs/frz) | | | | | | | | | | |
| PARTS: | | Processor Brand | Store Brand | Stores V | Vtd Avg | Processor Brand | Store Brand | Stores | Wtd Avg | | |
| Bnls/Sknls | | | | | | | | | | | |
| | regular pack | | | | | | | | | | |
| | value pack thin sliced | | | | | | | | | | |
| | marinated | | | | | | | | | | |
| Breast Tei | | | | | | | | | | | |
| D. 0001 101 | regular pack | | | | | | | | | | |
| | value pack | | | | | | | | | | |
| Split, bn-ii | | | | | | | | | | | |
| Opiit, Dii-ii | regular pack | 2.79 | | 11 | 2.79 | | | | | | |
| | value pack | 2.10 | | '' | 2.75 | | | | | | |
| Whole Wir | | | | | | | | | | | |
| Leg Quart | | | | | | | | | | | |
| | tray pack | | | | | | | | | | |
| | bagged | | 1.79 | 2 | 1.79 | | | | | | |
| Legs Thighs | | | | | | | | | | | |
| inigno | regular pack | | | | | | | | | | |
| | value pack | | 1.79 | 2 | 1.79 | | 1.99 | 3 | 1.99 | | |
| Drumstick | | | | | | | | | | | |
| | regular pack | | | | | | | | | | |
| Dula/Clark | value pack | | 1.79 | 2 | 1.79 | | | | | | |
| Bnls/Sknls | regular pack | | 3.48 | 4 | 3.48 | | | | | | |
| | value pack | | 5.40 | | 010 | | | | | | |
| 9-pc Coml | | | | | | | | | | | |
| dı | rum-thigh-breast | | | | | | | | | | |
| | drum-thigh-wing | | | | | | | | | | |
| | B/S Breast | | | | | | | | | | |
| ٩ | Tenders | | | | | | | | | | |
| ñ | Wings | | | | | | | | | | |
| | Party Wings | Poultry & Grain I | | | | | (404) 562-5850 | | | ļ | |

Source: USDA Livestock, Poultry, & Grain Market News;

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| | prices in dolla | | | | | 156 1101 | su) I | | | | | | | | | | | | |
|---------------------------------------|---------------------|--------------|--------------|--------------|-----------------|-------------|--|----------------|--------------|---------|----------------|-------------|-------------|----------------|--------------|--------------|-----------------------------|------------|-------------|
| PR | EPARED FO | | | | | | ļ | | | | | | | | | | | | |
| | THIS W | | LAST \ | | LAST Y | | | NODELL | - 4 0 - 11 0 | | 0011711 | | | I MIDIAN | EOT 11 O | | 2011711.05 | NITO AL I | |
| Feature Rate 1/ | 28.1% of 2 outle | - | 21.3% of | | 44.3% of 2 | | F1 B-1- 1/ | NORTHI | | | | EAST U.S. | | | EST U.S. | | SOUTH CE | | |
| | | | outle | | outle | | Feature Rate 1/ | 18.3% of 5,500 | • | | 45.3% of 7,400 | • | | 34.5% of 6,100 | • | | 18.9% of 4,900 | | |
| Activity Index 2/ | 11,9 | | 7,7 | | 9,69 | | Activity Index 2/ | Activity Inc | | | | dex = 4.823 | | | dex = 2,50 | | Activity Inc | | |
| ROTISSERIE: | Stores W | td Avg | Stores V | Vtd Avg | Stores W | td Avg | ROTISSERIE: | price range | stores | wtd avg | price range | stores | wtd avg | price range | stores | wtd avg | price range | stores | wtd avg |
| Whole Bird | | | | | | | Whole Bird | | | | | | | | | | | | |
| | 0.005 | 5.07 | 4 400 | 0.00 | 0.404 | 5.04 | | 4.00 0.00 | 004 | 0.50 | 4.00 7.00 | 4.550 | 5.40 | 5.00 0.00 | 004 | 0.40 | 500 700 | 050 | 5 40 |
| < 2 lbs. | 3,635 | 5.67 | , | 6.90 | , | 5.84 | < 2 lbs. | 4.99 - 6.99 | 384 | 6.56 | 4.99 - 7.99 | 1,558 | 5.18 | 5.00 - 6.99 | 804 | 6.13 | 5.00 - 7.99 | 653 | 5.46 |
| 2.1-3.0 lbs. | 1,243 | 6.35 | · ' | 7.97 | · · | 6.58 | 2.1-3.0 lbs. | 8.99 | 118 | 8.99 | 7.99 | 77 | 7.99 | 5.00 - 7.49 | 748 | 5.13 | 5.99 | 10 | 5.99 |
| Whole Breast | 199 | 7.74 | 396 | 8.72 | 154 | 5.41 | Whole Breast | 6.99 | 37 | 6.99 | 6.99 | 2 | 6.99 | 4.99 - 6.99 | 45 | 5.52 | 6.99 - 12.49 | 115 | 8.87 |
| Leg Quarter | | | | | | | Leg Quarter | | | | | | | | | | | | |
| FRIED & BAKED: | 0.000 | 0.00 | 0.700 | 0.00 | 4 004 | 0.74 | FRIED & BAKED: | 0.00 | 450 | 0.40 | 400 4000 | 0.007 | 0.00 | 500 4400 | 04.4 | 0.00 | 0.00 44.00 | 400 | 0.40 |
| Fried 8-Piece Mix | 3,088 | 8.00 | | 8.20 | 1,864 | 6.74 | Fried 8-Piece Mix | 8.98 - 9.99 | 159 90 | 9.42 | 4.99 - 12.99 | 2,237 | 8.09 | 5.00 - 11.00 | 314 | 6.96 | 6.99 - 11.00 5.00 - 8.99 | 122 586 | 8.43 |
| Baked 8-Piece Mix F/B 8-Piece Dark | 1,157 43 | 5.59 5.00 | 352 69 | 6.85 6.99 | · ' | 6.89 | Baked 8-Piece Mix F/B 8-Piece Dark | 8.98 | 90 | 8.98 | 5.00 - 8.99 | 470 | 5.09 | 8.99 5.00 | 11 43 | 8.99 5.00 | 5.00 - 8.99 | 586 | 5.41 |
| F/B 12-Piece | 145 | 15.02 | 45 | 15.99 | | 8.58 | F/B 6-Flece Dark | | | | 15.99 | 10 | 15.99 | 13.99 - 16.99 | 123 | 15.72 | 6.99 | 12 | 6.99 |
| Bulk Pack (\$/piece) | 132 | 0.99 | | 10.00 | 1.283 | 0.60 | | | | | 10.00 | 10 | 10.00 | 0.99 | 132 | 0.99 | 0.00 | 12 | 0.00 |
| Wings: bone-in | 173 | 9.98 | | 7.31 | 426 | 5.93 | Wings: bone-in | | | | | | | 0.33 | 132 | 0.99 | | | |
| • | _ | | | | _ | | | | | | | | | 6.00 | 70 | 6.00 | | | |
| boneless | 72 | 6.99 | | 6.69 | | 5.00 | boneless | | | | | | | 6.99 | 72 | 6.99 | | | |
| Tenders | 1,981 | 6.05 | | 6.53 | 532 | 6.10 | Tenders | 5.99 - 7.99 | 498 | 6.83 | 5.00 - 5.98 | 469 | 5.02 | 7.99 | 215 | 7.99 | 5.00 - 7.99 | 538 | 5.07 |
| Strips | 90 | 5.98 | | | | | Strips | 5.98 | 90 | 5.98 | | | | | | | | | |
| Popcorn | | | | | 143 | 3.99 | Popcorn | SOUTHV | VECTIL | | NODTUV | VEST U.S. | | A1 . | ASKA | | LIA | WAII | |
| | | | Whole | Bird | Featuring | 1 | Feature Rate 1/ | 16.9% of 3,800 | | | 12.1% of 1,300 | | outlets | 11.0% of 100 | | utlats | 0.0% of 100 s | | nutlets |
| Prepared (| | | | | Prepared | 9 | Activity Index 2/ | Activity Ir | • | | , | ndex = 368 | | | Index = 33 | ulicis | | Index = 0 | |
| Featurii | | | | | • | | nound mach | price range | stores | wtd avg | price range | stores | wtd avg | price range | stores | wtd avg | price range | stores | wtd avg |
| Categ | ory | | | | | | ROTISSERIE: | <u> </u> | | 5 | η | | | 1 3. | | 5 | γ 33 33 | | <u> </u> |
| | | | | | | | Whole Bird | | | | | | | | | | | | |
| | | | | 36 | .8% | | < 2 lbs. | 6.99 | 109 | 6.99 | 5.00 - 6.00 | 116 | 5.82 | 6.00 | 11 | 6.00 | | | |
| | 28.5% | | | | | | 2.1-3.0 lbs. | 7.99 | 290 | 7.99 | | | | | | | | | |
| | | | 4.1% 0.3% | | | | Whole Breast | | | | | | | | | | | | |
| 42.5% | | | | | | | Leg Quarter | | | | | | | | | | | | |
| | | | 9.1% | | | | FRIED & BAKED: | 0.00 | 440 | 0.00 | 500 000 | 400 | 0.07 | 0.00 | 4.4 | 0.00 | | | |
| | 9.7 | % | | | | | Fried 8-Piece Mix Baked 8-Piece Mix | 8.99 | 119 | 8.99 | 5.00 - 8.99 | 126 | 6.07 | 6.00 | 11 | 6.00 | | | |
| | 2.0% | | 15.1% | | 34.5% | | F/B 8-Piece Dark | | | | | | | | | | | | |
| | 17.3% | | | | | | F/B 12-Piece | | | | | | | | | | | | |
| | 17.3% | | | | | | Bulk Pack (\$/piece) | | | | | | | | | | | | |
| | | | | | | | Wings: bone-in | 9.98 - 9.99 | 173 | 9.98 | | | | | | | | | |
| | | | | ole | ■Specialty F | resh | _ | a.au - a.aa | 1/3 | 9.90 | | | | | | | | | |
| ■ Rotisserie ■ Frie | ed ≌ Bakı | ed | ■Fresh Cut | | ■ Roaster | | boneless Tenders | 6.99 - 7.99 | 124 | 7.27 | 6.00 - 7.98 | 126 | 6.46 | 6.00 | 11 | 6.00 | | | |
| ■Wings ■Oth | | | ■ Rotisserie | • | ■8-Pc Fried | /Bkd | Strips | 0.33 - 1.33 | 124 | 1.41 | 0.00 - 1.80 | 120 | 0.40 | 0.00 | '' | 0.00 | | | |
| * Other = tenders, strip | | | - Notisserie | | a o-r c i ileu/ | DAU | Popcorn | | | | | | | | | | | | |
| Other - tenders, strip | os, and popeon | | | | | | ι ορεσιτί | | | | | | | ļ | | | | | |

Source: USDA Livestock, Poultry, & Grain Market News;

http://www.ams.usda.gov/market-news/livestock-poultry-grain;

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USDA National Retail Report - Chicken Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03. (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

| | NATIONAL SUMMARY | | | | | Feature Rate Comparison | | | | | | | | | | | | | | | | |
|----------------------|------------------|--------------|------------|---------|----------|-------------------------|-----------------------|---------|---------------|------------|----------|----------------|-----------|-----------|---------|-----------------|------------|------------|------------|----------------|-----------|---------|
| | | | ECIALTY (| | | | | | | | | reati | ure Ra | ate Com | pariso | on | | | | | | |
| | T. 110 144 | | _ | | | (545 | | | ■ Re | egular | | % O T S | ptores v | w/ Ads by | Catego | ory □Special | ltv | | ■ C | Organic | | |
| | THIS W | | LAST W | | LAST Y | | | | | | | | • | | | | , | | | | | 1 |
| Feature Rate 1/ | 18.4% of 2 | | 15.3% of | | | | | 5.1% | | | | | | | | | | | | | | |
| | outle | | outle | | outle | | | 3.170 | | | | | | | | | | | | | | |
| Activity Index 2/ | 12,96 | | 10,6 | | 12,8 | | | | | | | | | | | | | | | | | - |
|)A(I E | Stores W | · | Stores W | | Stores W | | | | | | | | | | | | | | | | | |
| Whole Fryer | 1,204 | 1.83 | 1,503 | 1.78 | I | 1.75 | | | 18.4% | | | | | | | | | | | | | |
| Bnls/Sknls Breast | 3,833 | 4.83 | 2,349 | 4.18 | | 4.63 | | | | | | | | | | | | | | | | |
| Breast Tenders | 1,619 | 4.76 | 1,406 | 4.73 | | 4.66 | | | | | | | | | | | | | | | | |
| Split, bn-in Breast | 352 | 2.99 | 387 | 2.97 | 1,133 | 2.11 | | | | 28.1 | 1% | | | | | | | | | | | |
| Whole Wings | | | | | 381 | 3.67 | | | | 20.1 | 170 | | | | | | | | | | | |
| Leg Quarters | 165 | 0.79 | 310 | 1.03 | 278 | 2.24 | | | | | | | | | | | | | | | | - |
| Legs | 183 | 0.99 | 233 | 1.14 | | 2.99 | | | | | | | | | | | | | | | | |
| Thighs | 2,072 | 1.83 | 1,734 | 2.02 | I | 1.93 | | | | | | | | | | 64.5% | | | | | | |
| Drumsticks | 2,610 | 1.73 | 1,964 | 1.70 | | 1.86 | | | | | | | | | | | | | | | | |
| B/S Thighs | 926 | 4.19 | 765 | 3.34 | | 3.05 | | | | | | | | | | | | | | | | |
| SPECIALTY | | | AST U.S. | | SC | DUTHE | AST U.S. | | MIDW | /EST U.S. | | SOU | TH CE | NTRAL U. | S. | | | VEST U.S | | NORTHW | | |
| Feature Rate 1/ | 29.1% of | f 5,500 s | sampled or | utlets | 11.1% of | 7,400 s | sampled o | utlets | 28.5% of 6,10 | 00 sampled | doutlets | 6.9% of | 4,900 | sampled o | utlets | 17.9% c | of 3,800 | sampled | outlets | 11.3% of 1,300 | sampled | outlets |
| Activity Index 2/ | Act | ivity Inde | ex = 4,707 | | Acti | ivity Inde | ex = 2,160 |) | Activity I | ndex = 3,0 | 33 | Ac | tivity In | dex = 725 | | Ac | tivity Ind | dex = 2,16 | 61 | Activity Inc | dex = 128 | 3 |
| | price ra | nge | stores | wtd avg | price ra | ange | stores | wtd avg | price range | stores | wtd avg | price r | ange | stores | wtd avg | price i | range | stores | wtd avg | price range | stores | wtd av |
| Whole Fryer | 1.49 - | 2.99 | 425 | 2.12 | 0.98 - | 2.19 | 239 | 1.69 | 1.49 - 2.19 | 331 | 1.72 | 1.28 - | 2.19 | 151 | 1.51 | 1.49 | - 2.49 | 47 | 1.75 | 1.99 | 11 | 1.99 |
| Bnls/Sknls Breast | 3.99 - | 6.32 | 1,109 | 4.80 | 4.49 - | 6.99 | 327 | 5.07 | 1.59 - 8.99 | 1,383 | 4.58 | 3.28 - | 6.99 | 155 | 4.21 | 4.99 | - 6.99 | 764 | 5.30 | 5.00 - 6.99 | 45 | 5.09 |
| Breast Tenders | 4.99 - | 5.79 | 497 | 5.33 | 2.98 - | 5.99 | 249 | 3.20 | 4.98 - 5.99 | 555 | 5.55 | 3.49 - | 4.98 | 176 | 3.94 | | 3.49 | 142 | 3.49 | | | |
| Split, bn-in Breast | | 2.99 | 127 | 2.99 | 2.49 - | 5.99 | 157 | 3.07 | 1.99 - 5.99 | 20 | 2.99 | | 5.99 | 7 | 5.99 | | | | | 1.99 - 5.99 | 41 | 2.19 |
| Whole Wings | | | | | | | | | | | | | | | | | | | | | | |
| Leg Quarters | | | | | | | | | 0.59 - 1.19 | 109 | 0.90 | | 0.59 | 56 | 0.59 | | | | | | | |
| Legs | 4.50 | 0.99 | 183 | 0.99 | | 4.50 | 504 | 4.40 | 4.00 4.00 | 400 | 4.00 | 4 40 | 4.00 | 50 | 4 70 | 4.00 | 0.00 | 554 | 0.50 | | | |
| Thighs | | 1.99 | 742 | 1.85 | | | 521 | 1.12 | 1.39 - 1.99 | 199 | 1.68 | - | 1.99 | 59 | 1.73 | | - 3.99 | 551 | 2.53 | 0.07 | 40 | 0.0- |
| Drumsticks | 1.29 - | | 1,015 | 1.89 | | | 556 | 1.10 | 0.98 - 1.99 | 400 | 1.33 | 0.98 - | 1.99 | 97 | 1.43 | | - 2.49 | 526 | 2.46 | 0.87 | 16 | 0.87 |
| B/S Thighs SPECIALTY | 3.69 - | 3.99 ALAS | 609 EKA | 3.96 | 3.98 - | - 3.99 - HAW | 111 | 3.98 | 7.99 | 36 | 7.99 | | 2.99 | 24 | 2.99 | 3.96 | - 7.99 | 131 | 4.35 | 6.78 | 15 | 6.78 |
| Feature Rate 17 | 0.0% 0 | | mpled out | lets | 0.0% of | | mpled ou | tlets | | | | | | | | | | | | | | |
| Activity Index 2/ | | | dex = 30 | 1010 | | | nipieu ou dex = 20 | | | | | | | | | | | | | | | |
| ricarity mack | price ra | | stores | wtd avg | | | stores | wtd ava | | | | | | | | | | | | | | |
| Whole Fryer | | | | | | | | - 3 | | | | | | | | | | | | | | |
| Bnls/Sknls Breast | 3.99 - | 4.99 | 30 | 4.49 | | 5.99 | 20 | 5.99 | | | | | | | | | | | | | | |
| Breast Tenders | | | | | | | | | | | | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | | | | | | | | | | |
| Whole Wings | | | | | | | | | | | | | | | | | | | | | | |
| Leg Quarters | | | | | | | | | | | | | | | | | | | | | | |
| Legs | | | | | | | | | | | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | | | | | | | | | | | |
| Drumsticks | | | | | | | | | | | | | | | | | | | | | | |
| D/C Thighs | | | | | | | | | | | | | | | | | | | | | | |

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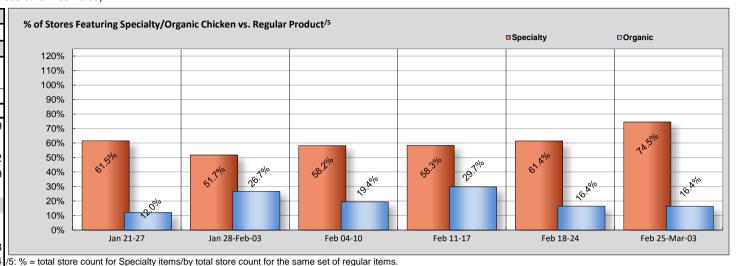


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

| | | NA | TIONAL S | SUMMA | RY | | | |
|---------------------|--------------------|--------|--------------------|------------|--------------------------|---------|--|--|
| | | USD | A ORGAN | IC CHIC | KEN | | | |
| | THIS W | EEK | LAST W | /EEK | LAST YEAR | | | |
| Feature Rate 1/ | 5.1% of 2 outle | ′ | 6.4% of 2 outle | , | 8.7% of 29,20 outlets | | | |
| Activity Index 2/ | 2,30 | 2 | 2,77 | ' 5 | 2,9 | 64 | | |
| | Stores W | td Avg | Stores W | td Avg | Stores V | Vtd Avg | | |
| Whole Fryer | 1,077 | 3.01 | 1,024 | 2.95 | 381 | 2.99 | | |
| Bnls/Sknls Breast | 751 | 8.34 | 1,196 | 6.86 | 1,500 | 7.61 | | |
| Breast Tenders | 24 | 2.99 | | | 636 | 7.62 | | |
| Split, bn-in Breast | | | | | 93 | 5.49 | | |
| Whole Wings | | | | | | | | |
| Leg Quarters | | | | | | | | |
| Legs | | | | | | | | |
| Thighs | 81 | 2.99 | 24 | 5.99 | | | | |
| Drumsticks | 369 | 2.60 | 377 | 2.56 | 200 | 1.88 | | |
| B/S Thighs | | | 154 | 6.28 | 154 | 5.64 | | |



| D/O THIGHS | | 134 | 0.20 | 134 3.04 /3 | 3. 70 = total otolo | count for openiany no | ornorby total t | store cour | it for the same set | or regular iter | 110. | | | | | | |
|--|--------------------------------|-----------------------|---------------|--|--------------------------|-----------------------|-----------------|------------|---------------------|-----------------|--------|-----------------|-----------|--------|------------------|----------|---------|
| | NORTHEA | AST U.S. | | SOUTHEA | ST U.S. | MIDW | EST U.S. | | SOUTH C | ENTRAL U | .S. | SOUTHW | EST U.S. | | NORTHWE | EST U.S. | |
| ORGANIC | 7.6% of 5,500 sa | ampled ou | utlets | 4.1% of 7,400 sa | ampled outlets | 6.2% of 6,100 | sampled of | outlets | 2.9% of 4,900 | sampled o | utlets | 6.2% of 3,800 s | ampled ou | ıtlets | 1.2% of 1,300 sa | ampled c | outlets |
| | Activity Ind | lex = 995 | | Activity Ind | ex = 306 | Activity | ndex = 457 | 7 | Activity | Index = 169 | | Activity Inc | dex = 338 | | Activity Inc | dex = 16 | |
| Whole Fryer | 2.99 | 419 | 2.99 | 2.99 | 306 2.9 | 9 2.99 - 3.99 | 100 | 3.10 | 2.99 - 3.49 | 101 | 3.14 | 2.99 | 135 | 2.99 | 2.99 | 16 | 2.99 |
| Bnls/Sknls Breast | 6.99 | 288 | 6.99 | | | 9.99 | 201 | 9.99 | 9.99 | 38 | 9.99 | 7.99 - 8.99 | 203 | 8.33 | | | |
| Breast Tenders | | | | | | | | | 2.99 | 24 | 2.99 | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | | | | | |
| Whole Wings | | | | | | | | | | | | | | | | | |
| Legs Thighs | | | | | | 2.99 | 78 | 2.99 | 2.99 | 3 | 2.99 | | | | | | |
| Drumsticks | 2.49 | 288 | 2.49 | | | 2.99 | 78 | 2.99 | | | 2.99 | | | | | | |
| B/S Thighs | 2.40 | 200 | 2.40 | | | 2.00 | 70 | 2.00 | 2.00 | | 2.00 | | | | | | |
| | | | | | | | | | | | | | | | | | |
| 3 | ALAS | SKA | | HAW | All | | | | | | | | | | | | |
| ORGANIC | 0.0% of 100 sa | | tlets | 2.9% of 100 sar | | | | | | | | | | | | | |
| ORGANIC | | mpled out | tlets | | mpled outlets | | | | | | | | | | | | |
| ORGANIC Whole Fryer | 0.0% of 100 sa Activity Ind | mpled out dex = 21 | | 2.9% of 100 sar Activity In 2.99 | mpled outlets | 9 | | | | | | | | | | | |
| ORGANIC Whole Fryer Bnls/Sknls Breast | 0.0% of 100 sa | mpled out | tlets 7.99 | 2.9% of 100 sar Activity In 2.99 | mpled outlets dex = 3 | 9 | | | | | | | | | | | |
| ORGANIC Whole Fryer Bnls/Sknls Breast Breast Tenders | 0.0% of 100 sa Activity Ind | mpled out dex = 21 | | 2.9% of 100 sar Activity In 2.99 | mpled outlets dex = 3 | 9 | | | | | | | | | | | |
| ORGANIC Whole Fryer Bnls/Sknls Breast Breast Tenders Split, bn-in Breast | 0.0% of 100 sa Activity Ind | mpled out dex = 21 | | 2.9% of 100 sar Activity In 2.99 | mpled outlets dex = 3 | 9 | | | | | | | | | | | |
| ORGANIC Whole Fryer Bnls/Sknls Breast Breast Tenders Split, bn-in Breast Whole Wings | 0.0% of 100 sa Activity Ind | mpled out dex = 21 | | 2.9% of 100 sar Activity In 2.99 | mpled outlets dex = 3 | 9 | | | | | | | | | | | |
| ORGANIC Whole Fryer Bnls/Sknls Breast Breast Tenders Split, bn-in Breast Whole Wings Legs | 0.0% of 100 sa Activity Ind | mpled out dex = 21 | | 2.9% of 100 sar Activity In 2.99 | mpled outlets dex = 3 | 9 | | | | | | | | | | | |
| ORGANIC Whole Fryer Bnls/Sknls Breast Breast Tenders Split, bn-in Breast Whole Wings Legs Thighs | 0.0% of 100 sa Activity Ind | mpled out dex = 21 | | 2.9% of 100 sar Activity In 2.99 | mpled outlets dex = 3 | 9 | | | | | | | | | | | |
| ORGANIC Whole Fryer Bnls/Sknls Breast Breast Tenders Split, bn-in Breast Whole Wings Legs Thighs Drumsticks | 0.0% of 100 sa Activity Ind | mpled out dex = 21 | | 2.9% of 100 sar Activity In 2.99 | mpled outlets dex = 3 | 9 | | | | | | | | | | | |
| ORGANIC Whole Fryer Bnls/Sknls Breast Breast Tenders Split, bn-in Breast Whole Wings Legs Thighs | 0.0% of 100 sa Activity Ind | mpled out dex = 21 | | 2.9% of 100 sar Activity In 2.99 | mpled outlets dex = 3 | 9 | | | | | | | | | | | |

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